

**Kalamazoo Public Library**  
*OFFICIAL MINUTES OF THE BOARD OF TRUSTEES*  
*PUBLIC MEETING*  
Date: September 23, 2013  
Time: 4:00 p.m.  
Location: Central Library Board Room

**TRUSTEE ROLL CALL:**

Present: Robert Brown, Fenner Brown, Bruce Caple, Lisa Godfrey, James Vander Roest, Cheryl TenBrink, and Valerie Wright.

Absent: None

**CALL TO ORDER:**

President TenBrink called the meeting to order at 4:00 p.m.

**AGENDA APPROVAL:**

The agenda was approved.

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**I. RECOGNITIONS, RESOLUTIONS, COMMUNICATIONS**  
None.

**II. PERSONS REQUESTING TO ADDRESS THE BOARD**  
Ayshhyah Khazad, 710 Collins St., Apt. 1202, addressed the Board concerning the level of noise at Central Library. He said most libraries try to maintain a quieter environment. He explained he thought children were frequently throwing tantrums and crying and not enough was being done about it. He reminded Board members he talked with D. Cooney and developed ideas for limiting the noise, including having a separate room for the loudest noise makers in the building, but these ideas have not been implemented by the library. A. Khazad said he found himself frequenting Waldo Library much more often because it was a quieter location. He was disappointed with the last letter he had received in response to his comments at the August 26, 2013 Board meeting regarding this concern which offered him a pair of headphones to drown out some of the noise.

President TenBrink thanked A. Khazad for his comments.

**III. CONSENT CALENDAR**  
A. *Minutes of the Board Meeting of August 26, 2013*  
B. *Personnel Items (none)*

**IV. FINANCIAL REPORTS**  
A. *Financial Reports for the Month Ending August 31, 2013*  
Recommendation: Director Rohrbaugh recommended the Board accept the Financial Reports for the month ending August 31, 2013.

Discussion: D. Schiller addressed a typo in the paragraph addressing the Endowment Fund. The first sentence should read \$4,473. B. Caple asked if it was typical for the library to already have expended 18.9% of budgeted amounts by this point in the year. J. VanderRoest said it was typical to front end load some expenditures and this may actually be slightly lower than normal.

MOTION: B. CAPLE MOVED AND L. GODFREY SUPPORTED THE MOTION TO ACCEPT THE FINANCIAL REPORTS FOR THE MONTH ENDING AUGUST 31, 2013.

MOTION CARRIED 7-0.



## V. REPORTS AND RECOMMENDATIONS

### REPORTS:

A. *Summer Reading Games Wrap-Up – Andrea Vernola, Stewart Fritz, Michael Cockrell, Farrell Howe*

Report: A. Vernola, S. Fritz, M. Cockrell and F. Howe distributed a written report and prizes from Summer Reading Games to Board members. A. Vernola said the committee was very excited about this year's numbers with 5,399 people signing up. She explained the differences between the SRG from 2012 and 2013 saying patrons received prizes for every 15 days they read instead of 20. A. Vernola read off participation numbers from the committee's report ending by saying 2,973,800 minutes were read by library patrons for SRG. Children were awarded books for reading at 15, 30 and 45 days and teens received books as prizes at 15 and 30 days. This resulted in 5,020 books being given out to patrons. Other prizes were highly functional KPL logo gear.

A. Vernola highlighted new things KPL did during Summer Reading Games in 2013: signing up patrons for SRG and library cards at the Farmer's Market, having a kick-off party instead of an end of summer party, started SRG on June 1<sup>st</sup> instead of the last day of school, worked on strengthening collaborations with KPS and Communities in Schools, the SRG video, and having bonus activities for all ages. A. Vernola gave examples of bonus activities including visiting all KPL locations, having children tell a librarian about a book they have enjoyed, and challenging teens to beat S. Fritz's high score in a video game.

Discussion: B. Brown asked S. Fritz how many teens beat his high score. S. Fritz explained there were initially some issues with the vintage pinball machines the teens would be using for this challenge. Once they were up and running, he realized his high score was not very high after all.

F. Brown asked what follow-up KPL was planning to do with KPS and if there was a way to track those students' reading scores who participated in SRG. A. Vernola said participation information was already forwarded on to principals at KPS but she was unsure how reading scores could be tracked for students that participated in SRG. S. Warner said different schools do different things to reward their students for participating in SRG. The letter KPL sends to each principal encourages them to acknowledge SRG participation. This information is also sent to the superintendent and director of elementary education. S. Fritz said KPL is also sending information to the librarian at Maple Street Middle School. A. Vernola said the superintendent had an idea to have a focus group of students help in the planning of SRG in the future. A. Vernola said her talks with the superintendent have made her aware of the fact that SRG play an important part in his overall focus on literacy in KPS. The collaboration between KPL and KPS is really special and much stronger than many other libraries she thought.

M. Cockrell said the adult game experienced huge spikes in numbers this year. C. TenBrink asked if the winners of the Kindle Paperwhites were recognizable names. M. Cockrell said they were not recognizable but all five winners were thrilled to have won. M. Cockrell said having the reading lists and bonus activities made the adult game more complex and somewhat difficult to explain. He said the committee will work on refining this for next year but that staff did not need to do a lot to promote the adult game. KPS encourages parents to model good reading behavior for their kids and it is beneficial to be able to offer reading games for every member of the family.

J. VanderRoest asked if it was typical for libraries to offer an adult reading game. M. Cockrell said it was common to offer an adult game but the emphasis placed in the game could be very different. Some adult programs focus much more on programming and A. Vernola added that other libraries have the same game for all age groups which she thought deterred adult participation. S. Fritz said the bonus activities were something originally imagined for adults only but this was carried down to the other age groups very successfully. L. Godfrey said one of the bonus activities for adults was commenting on a KPL blog and she noticed many more comments on blogs during the summer. The Friends said they were very excited that many new people had been coming down to the bookstore in order to check-off that specific bonus activity during SRG. Director Rohrbaugh thanked J. Snell, Board liaison for the Friends, and reminded Trustees that all the prizes, games boards and publicity for SRG were provided by the Friends of KPL.

Disposition: Trustees thanked A. Vernola, S. Fritz, M. Cockrell and F. Howe for their report and the Friends for their generous funding.

*B. Library Role in Health Care Sign-Up – Michael Cockrell*

Report: M. Cockrell began by saying the library anticipated fielding more and more questions about the Affordable Care Act. The library is the only place some people are able to access the Internet and many patrons will find themselves needing to sign-up for healthcare in the coming months. He showed a short video about the ACA by the Kaiser Foundation. Director Rohrbaugh said it was announced at ALA this year that President Obama would be making a push to citizens to visit their local public libraries to gather information about the ACA and sign-up for healthcare.

M. Cockrell said the video gave a good overview and every person working on a public service desk at the library would be showed the video to ensure they have enough of an understanding to answer basic questions. M. Cockrell said he sees this open enrollment time similar to tax season – staff at the library can answer basic questions and help find the specific forms patrons may need but cannot fill out the forms for them. He said he anticipates patrons will come to the library expecting someone will help them fill out forms but the resources needed to offer this support is not currently available.

M. Cockrell distributed a handout he prepared with important dates and an overview of the ACA. He said each person's situation will be different and library staff will not be able to help substantially without having to look at and handle individual's private personal health and financial information, something staff do not and should not be doing. M. Cockrell also said he wants to get the point across to patrons that they must have specific information with them in order to sign-up for health insurance through the marketplace. A checklist has been put

together to help patrons prepare for signing up for insurance. The second side of the handout spelled out what library staff can and cannot do when helping patrons at the library in regards to ACA. Patrons are not required to sign-up for healthcare online, there are phone and paper options, though everyone is being encouraged to sign-up online.

Three information sessions have been set up with Enroll America, an independent 501c3 determined to spread reliable information about the ACA. Another organization helping disseminate information is Michigan Consumers for Healthcare.

Discussion: B. Caple asked if there were any political minefields the library needed to be aware of. M. Cockrell said the library was treating this solely as an information issue, not a political issue.

Disposition: Trustees thanked M. Cockrell for his report.

*C. Legislative Report – Diane Schiller*

Report: D. Schiller reported the legislature was back in session and there were two possible bills that may have an effect on the library. SB 257, a revision of the Business Improvement Zone Establishment, was passed by the Senate and the House. She and Director Rohrbaugh are unsure if this will affect Kalamazoo. D. Schiller said she was not aware of any Business Approval Zones in the area.

D. Schiller also talked about SB 489 and 490. These have passed the Senate and are now in the House. These bills define industrial property and manufacturing property. Originally, the first properties to be exempt were those owing less than \$40,000 in personal property tax. SB 489 has proposed any entities owing \$80,000 or less would be exempt in the first year. D. Schiller said she expected more bills such as these in the coming months because there are many definitions and procedures to clear up.

Discussion: B. Brown asked for clarification of who would be exempt in the first round of personal property tax cuts. D. Schiller explained any taxpayer who owned \$80,000 or less in personal property tax would be exempt in the first round of cuts. Offsetting this are the definition changes which make more clear who is eligible for exemption. She said the legislature does not expect these changes to have an effect overall in the first year of cuts.

Disposition: Trustees thanked D. Schiller for her report.

**VI. COMMITTEE REPORTS**

*A. Finance and Budget Committee*—J. VanderRoest said a meeting had been set for October to review the audit.

*B. Personnel Committee*—no meeting.

*C. Fund Development and Allocations Committee*—no meeting.

*D. Director's Building Advisory Committee*—Director Rohrbaugh said the committee had not met but she had an update on the building project. The circulation office, CAMP and other offices on the first floor were almost complete. Work was beginning on the Activity Room off the Children's Room. Work had also begun on the second floor with the wall near

ONEplace shortened, the wall behind the Reference Desk coming down, and the removal of the divider in the Local History Room.

## VII. OTHER BUSINESS

### A. Director's Report

Report: Director Rohrbaugh drew Trustee's attention to item four saying the idea of a combined KPL/KPS card was not feasible but staff had developed a plan for a simplified KPL card for KPS students that the library would begin using with first grade visits this year. The hope is that KPS students who get one of these simplified cards will convert it to a regular card for full borrowing privileges. She also drew attention to item ten saying it was becoming more the norm to hold adult programs offsite, especially programs geared towards young adults. KPL's first attempt at this went very well and was a good partnership with O'Duffy's Pub. Director Rohrbaugh also highlighted items 13 and 14. From an earlier discussion about the Action Plan the Board would remember the plan to do a pilot program with a specific school to determine if a stronger relationship with the library led to higher tests scores and better reading comprehension. KPS chose Northglade as the focus school which will partner with the Powell Branch Library.

Discussion: B. Caple asked if there was anything to report from the day's DDA meeting. Director Rohrbaugh said there wasn't. She thought the meeting would set forth options and a decision would be made at a future meeting. V. Wright thanked the Friends for their contribution to the millage campaign and gold level sponsorship for the Spelling Bee. She also said she really appreciated reading the "library stories" section in the Director's Report. Director Rohrbaugh said she hears a majority of positive stories from patrons. She said she has only spoken with one patron who was upset they can no longer checkout their materials at the Circulation Desk.

L. Godfrey said having dates ahead of time for a number of important upcoming events was helpful. J. VanderRoest asked who was on the committee for the Holiday Tea. Director Rohrbaugh said Management Team was planning the event this year. F. Brown asked if other grades would be involved with the pilot program with Northglade other than first grade. S. Warner said the pilot program was school wide and would last for two years. The library would be encouraging visits to the library from classrooms and sending staff from the library to the school to attend events such as open house and parent-teacher conferences. KPS will be tracking student achievement.

## VIII. PERSONS REQUESTING TO ADDRESS THE BOARD

No one addressed the Board.

## IX. COMMENTS BY TRUSTEES

- L. Godfrey told other Board members she signed up for SRG at the Farmer's Market. She said it was very convenient and effective outreach.
- V. Wright attended the school kickoff celebration at Eastwood. She really enjoyed seeing the interaction between the library, school, and neighborhood association. V. Wright also reminded Trustees she would not be in attendance at the October meeting.
- B. Caple recommended the book *Annie's Ghosts*. Director Rohrbaugh said this was the state read for 2013.

- F. Brown said he had been spreading the word about KPL's downloadable services. He also told Board members he had another article published in Italian on the Syrian crisis.
- J. VanderRoest said his wife's book group was reading a book from the Banned Books list this month. He was astonished to learn someone had challenged *The Great Gatsby*. He said he was surprised to learn of ALA's Top 100 Classics list, 46 books had been challenged. He said he had gotten the feeling in the past that the books emphasized as banned books were chosen for their supposed vulgarity. He reminded meeting attendees that there are many reasons books get challenged beyond simply vulgarity.

He also mentioned the library continues to have a stream of tax charge back. Every month approximately \$5,000 was being paid back because of these refunds. L. Godfrey said this was a good reminder and this cost adds up very fast. Director Rohrbaugh said this was a big issue with the DDA currently who owed a large amount of money to the Radisson as a result of a tax charge back. L. Godfrey said the community hears about big refunds such as the Radisson but not all the smaller ones that are constantly sent to the library.

**X. ADJOURNEMENT**

Hearing no objection, President TenBrink adjourned the meeting at 5:13 p.m.

**X**

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Fenner Brown  
Secretary